

Topic on a Page

for Cambridge Nationals Unit R094: Visual Identity and Digital Graphics

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Contents

| Product Support from ZigZag Education | ii |
|---------------------------------------|-------|
| Terms and Conditions of Use | . 111 |
| Teacher's Introduction | .iv |

Mind Maps

- 1. 1.1 Purpose, elements and design of visual identity (part 1)
- 2. 1.1 Purpose, elements and design of visual identity (part 2)
- 3. 2.1 Concepts of graphic design and layout conventions
- 4. 2.1 Layout conventions
- 5. 2.2 Properties of digital graphics and use of assets (part 1)
- 6. 2.2 Properties of digital graphics and use of assets (part 2) <u>and</u> 2.3 Techniques to plan visual identity and digital graphics
- 7. 3.1 Tools and techniques of imaging editing software (Photoshop)
- 8. 3.1 Tools and techniques of imaging editing software (Photopea)
- 9. 3.2 Technical skills to source, create and prepare assets <u>and</u> 3.3 Techniques to save and export visual identity and digital graphics

All mind maps are provided in both A3 and A4 formats plus higher- and lower-level activity versions.

Teacher's Introduction

This resource is intended for use by students studying the Cambridge National in Creative iMedia, **Unit R094: Visual identity and digital graphics**. This is a mandatory unit for the Level 1 / Level 2 Award (J834), assessed by two centre-assessed practical tasks that are OCR moderated.

As a revision tool, this resource does not aim to cover the material in too much depth, but instead provide visual 'mind maps' summarising all key areas

Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.

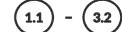
of Unit R094. Students can use these mind maps as the basis of their revision as they cover all the key terminology and knowledge needed to complete the written exam successfully. The resource is especially suited to visual learners and those who find it difficult to revise from dense written notes.

The unit has been broken down into **9 topics**. The breakdown of these topics is as follows:

- 1.1 Purpose, elements and design of visual identity (part 1)
- 1.1 Purpose, elements and design of visual identity (part 2)
- 2.1 Concepts of graphic design and layout conventions
- 2.1 Layout conventions
- 2.2 Properties of digital graphics and use of assets (part 1)
- 2.2 Properties of digital graphics and use of assets (part 2) and 2.3 Techniques to plan visual identity and digital graphics
- 3.1 Tools and techniques of imaging editing software (Photoshop)*
- 3.1 Tools and techniques of imaging editing software (Photopea)*
- 3.2 Technical skills to source, create and prepare assets <u>and</u> 3.3 Techniques to save and export visual identity and digital graphics

The resource consists of:

9 completed mind maps, which provide solutions to the activity mind maps, labelled:



9 activity mind maps (partially complete) for higher-level students to complete, labelled:

1.1 - (3.2)

• 9 activity mind maps (partially complete) for lower-level students to complete, labelled:

1,1 - 3.2

All mind maps are provided in both A3 and A4 formats.

How to use this resource:

- The sheets can be handed out at the end of the course, or at the end of each topic, for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught so that students have a visual reminder of what they have been covering in their lessons.
- As the resource features partially completed mind maps, students can be encouraged to complete the exercises on the activity sheets as a way of recapping knowledge from the topic at the end of teaching.

Note: The activity sheets designed for lower-level students tend to keep more of the spec information intact – students are generally challenged to fill in missing words and provide short answers to straightforward questions. Questions that require a more detailed response provide example answers to help students get started.

The activity sheets designed for higher-level students provide less structure – students are generally challenged to provide definitions for key terms, list relevant points and answer questions without the aid of example answers.

November 2024

^{*}Note: These pages are mostly identical with subtle differences depending on the software covered.

PURPOSE, ELEMENTS & DESIGN

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate ti



Staving consistent keeps all the brand's assets looking the same

Standing out makes a brand look different from its competitors so people notice it

Establishing a brand creates a distinct identity, image and reputation in the minds of consumers

Purpose of visual identity

Looking professional makes a brand seem trustworthy and serious

Being recognisable

helps people know and remember a brand among many others

Develop brand loyalty through memorable and consistent visual elements that create positive emotional connections encouraging repeat purchases

Key elements of visual identity

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate the brand's message, differentiate it from

competitors, and build trust with customers.

Visual identity refers to the consistent use of logos, colours, fonts, and design styles to create a recognisable brand image across different platforms and materials

Brand recognition

Consistency, adaptability and memorability are key aspects in e leveraging visual elements to reinforce brand identity

| | | Examples |
|--------------|--|--|
| Consistency | Maintaining uniformity in the use of visual elements across different platforms and materials to reinforce brand recognition | McDonald's consistently empl golden arches logo, bright rec colour scheme, and specific fo the McDonald's Typeface ac marketing materials, signage and digital platforms wo |
| Adaptability | The ability to apply visual identity elements effectively across various mediums, such as digital and print | Nike seamlessly translates identity elements, including swoosh logo, dynamic colour bold typography, across a w of mediums |
| | Maintaining uniformity in the use of visual elements | Nintendo's logo, featuring |

across different platforms

and materials to reinforce

brand recognition



Memorability

Starbucks often uses shades of green, brown a branding. This colour palette reflects Starb sustainability, community and connection

Colour palette

Consistent selection of colours that reflect the brand's personality and evoke specific emotions

Typography

Fonts chosen for use in branding materials that convey the brand's tone and style

Imagery/graphics

Photographs, illustrations or graphics that align with the brand's identity and messaging

Layout/complexity

Determines the overall structure, balance and visual hierarchy of a design, impacting the clarity, coherence and aesthetic appeal of brand communication material

Design style

A cohesive visual language and aesthetic that guides the creation of branded materials



Spotify's design style is characterised by its modern, vibrant, and user-centric visual language. Its playful logo, featuring a distinctive green circle with sound waves, reflects the brand's focus on music and audio content.

Sans-serif fonts:

Modernity, simplicity, friendliness

Serif fo Tradition, formalit

lettering against a white back

instantly recognisable

audiences worldwide

Script fonts:

Elegance, sophistication, creativity

The North Face often features photographs of people engaging in outdoor activities such as hiking and camping in rugged landscapes. These images convey a sense of adventure, exploration, and a connection with nature.

CHANEL



Chanel uses a sophistical font for its logo and bra reflecting the brand's til luxury and conveying refi and class. The use of ser adds tradition and pre aligning with Chanel's hi fashion identity

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More on design style on p. 2

PURPOSE, ELEMENTS & DESIGN

Shaping perception and creating emotional response

Crafting visual identity involves purposefully designing elements to evoke spe attitudes and associations in viewers, influencing how they perceive and engage

Represents a brands' values, mission and personality. The design, colour and symbolism of the logo.

Brands often use imagery that aligns with their target audience's aspirations, lifestyles and values

The choice of fonts can convey characte modernity, tradition, friendliness or pr

Logo and symbols

The logo is often the most recognisable visual element of a brand

A logo with bold, vibrant colours may evoke feelings of energy and excitement, while a logo with softer, muted tones may convey a sense of calmness or sophistication

Imagery

The style of images and photographs used in brand communication can evoke specific emotions and perceptions

Lifestyle brands may use images featuring happy, diverse individuals enjoying life experiences to evoke positive emotions and a sense of aspiration

Typography

Typography contributes to the c personality and tone of a bra

A brand using playful, handwritten fon more approachable and casual, while a sleek, sans-serif fonts may convey a senand sophistication

Price range: Low

Quality: Basic

- Target audience: Budget-conscious consumers
- Brand perception: Budget-friendly, practical
- Product range: Wide variety, basic essentials
- Customer experience: Basic
- Distribution: Widespread
- Marketing strategy: Value-focused

PRIMARK

- Price range: Moderate
- Quality: Good
- Target audience: Value-conscious consumer
- Brand perception: Reliable, trustworthy
- Product range: Diverse, balanced
- Customer experience: Satisfactory
- Distribution: Broad, accessible
- Marketing strategy: Balance of value and quality

Price range: High

LEWIS

- **Quality:** Superior Target audience: Affluent consumers
- Brand perception: Luxury, exclusivity Product range: Limited, specialised
- Customer experience: Exceptional, personalised
- Distribution: Selective, exclusive
- Marketing strategy: Lifestyle, aspiration

Different colours have distinct psychological associations, and brands carefully select colours that align with their identity and messaging

Colour palette

Colours play a significant role in shaping perception and prompting emotional responses

BLUE is often associated with trust and reliability. making it a common choice for financial institutions, e.g. banks

RED, on the other hand, can evoke feelings of passion, urgency or excitement and is frequently used in branding for food or drink companies

By maintaining visual consistency, brands can strengthen brand recognition and build trust with consumers over time

Graphic elements

Consistent use of graphic elements and layout quidelines helps reinforce the brand's visual identity



Coca-Cola's graphic elements consist of its iconic red and white colour palette, Spencerian script logo, and balanced composition. By consistently applying these elements and layout guidelines across various touchpoints, such as packaging and advertising, Coca-Cola reinforces its visual identity.

Represents a brands' values, mission and The design, colour and symbolism of

Brand voice and tone

While not strictly visual, the tone and sty communication also contribute to s perception and prompting emotional

Nike's brand voice and tone are reflected in across various platforms. The language is r empowering, and geared towards inspiring achievement. Nike's tagline 'Just Do It' enca brand ethos, encouraging individuals to put and pursue their goals fearless!



CONCEPTS OF GRAPHIC DESIG & LAYOUT CONVENTIONS

Significance of incorporating visual identity and house style in graphic designs

Professionalism

Maintaining a consistent style in designs reflects a professional and cohesive image. It conveys a sense of quality and attention to detail.



CN

A colour mod

designs, wh

created by c

magenta, yell-

Brand recognition Visual identity and house style help create a consistent

look across all designs, making the brand instantly recognisable to the audience. This builds trust and lovalty.

<u>Alignment</u>

Makes it easier for readers to navigate and understand the layout

Align left aligns content with the left margin. Often used for body text in documents, making it easy to read.

> Centre aligns content centrally on the page. Can be effective for headings and other short lines of text. Typically used for titles and headings.

Align right aligns content with the right margin. Can be effective for headings and other short lines of text.

Justify distributes text evenly between the margins. Often used in newspapers and books to create a clean, professional appearance.

RGB:

A colour model used for digital designs. such as on screens and websites, where colours are created by combining red. green and blue light

A colour wheel is a visual tool that helps designers understand colour relationships, such as complementary colours

Colour systems and colour trends

Using colour combinations that are

accessible to those with colour vision

impairments is important for inclusive design. This is known as accessibility.

Pantone:

Each colour in the system has a unique code. Ensures that colours look consistent across different media and print materials. Designers can specify a Pantone colour for accurate reproduction in printing.

Identifies d saturation ar ensure that co intended differe

The difference in brightness, hue or saturation

Natura systei

between colours can be used to emphasise certa elements in a design. This is known as contras

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Images

Visually communicate messages and ideas quickly and effectively. They can convey emotions or information in ways that words sometimes cannot.

> Layout convention (See more on p. 4)

2.1 LAYOUT CONVENTIONS

| | Advertisements | | CDs, DVDs & Blu-ray Covers | | Pac |
|---|---|---|---|---|--|
| | Headline: A catchy, bold statement at the top that grabs attention and conveys the main message Sub headline: A smaller, supporting statement that provides more context to the headline Visuals: High-quality images or graphics that enhance the message and attract attention Body copy: Concise text that provides more details about the product, service or message being advertised Call to action (CTA): A clear instruction to the viewer on what to do next, such as 'Buy now' or 'Learn more' Logo and branding: Placement of the company or product logo to establish brand identity and recognition Contact information: Details such as website, phone number, or physical address White space: Strategic use of empty space to create a clean, organised design and emphasise key elements Contrast: Use of different colours, fonts and sizes to create visual interest and highlight important information Readability: Ensuring text is legible with appropriate font styles and sizes | | Title: The name of the album, film or content, often prominently displayed on the front cover Artist/band or main cast: The name of the artist, band or main cast featured, usually placed near the title Artwork/imagery: Eye-catching visuals or graphics related to the content, providing visual interest and helping the cover stand out Tracklist / Content list: On the back cover, a list of tracks (for CDs) or chapters and special features (for DVDs/Blu-rays) Synopsis/description: A brief overview of the content on the back cover, giving potential buyers an idea of what to expect Technical information: For DVDs/Blu-rays, details about format, runtime, language options, and subtitles Copyright and legal information: Information about copyright, production and distribution, typically located at the bottom of the back cover Barcode: For retail purposes, a barcode is included on the back cover for inventory and sales tracking Spine information: The title and branding on the spine for easy identification when the case is on a shelf Logo and branding: Placement of the production company, record label, or distributor's logo to establish brand identity and authenticity Consistency with content: The design should reflect the style and theme of the | | Product name: The name of the of the packaging for easy recogn Branding and logo: The compan and recognition Main visuals/imagery: High-qua product and provide visual appea Tagline: A short, catchy phrase ti its benefit Product description: A brief over features, benefits and use Barcode and QR code: For retail tracking, and sometimes a QR co Contact information: Details for phone number, website or email Recycling information: Guidance packaging responsibly Design consistency: Use of consithat align with the overall branding responsibly processed to the product of the |
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| | Games & Multimedia | | album or film, creating a cohesive and unified look Leaflets | | Magazines |
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TEMPLATE DESIGN Spine information: The game's title and logo on the spine for easy 0 ٥

- Bullet points/lists: Organised lists to present key information clearly and efficiently
- Offers/discounts: Prominent display of special offers or discounts, if applicable, to attract attention and encourage action
- Fold lines: In folded leaflets, clear indications of fold lines to guide the reader on how to open and read the leaflet

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- ovidino readers with a preview of the conto Barcode and ISBN: For retail purpo
- barcode and ISBN for tracking and
- Price: The cost of the publication, displayed near the title or masthea
- Consistent branding: Use of consis colours and design elements that a the publication's overall branding

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cover for inventory and sales tracking

identification when placed on a shelf

Screenshot or preview: Small images or screenshots showcasing

gameplay set-up to give potential players a preview of the game

2.2

PROPERTIES OF DIGITAL GRAPHIC

Bitmap/raster properties

A type of digital graphic composed of a grid of individual pixels, each with its own colour value, used to represent detailed images such as photographs.

| | Overview | Properties |
|----------------------|--|--|
| Colour depth | Refers to the number of bits used to represent the colour of a single pixel | Common colour depths include 8-bit (256 colours), 16-bit, 24-bit and 32-bit (millions of colours) |
| Colour mode | Describes the method used to define colours in the image | Common colour modes include greyscale, RGB (red, green, blue) and CMYK (cyan, magenta, yellow, black) |
| Compression settings | Raster images may use compression to reduce file size | Lossless compression (e.g. PNG) preserves image quality, while lossy compression (e.g. JPEG) can degrade quality for smaller files |
| Overall quality | Quality is determined by resolution and compression settings | Higher resolution and lossless compression maintain better quality |
| Transparency | Some formats support transparency (PNG, GIF) allowing parts of the image to be see-through | GIF supports binary transparency (one fully transparent colour), while PNG supports alpha transparency (varying levels of opacity) |

Colour support:

GIF supports up to 256 colours, BMP and PNG can support millions of colours. Compression can reduce the number of colours to save space, which can impact the quality of the image.

Scalability (enlarging):

Raster images are resolutiondependent and composed of pixels. Enlarging may cause loss of quality, making images pixelated or blurry. Loss of fine detail and potential distortion when enlarging.

Transparent backgrounds:

Formats such as BMP do not support transparent backgrounds whereas PNG and GIF do.

The two methods of image transparency are binary transparency (GIF) and alpha transparency (PNG).

Limitation of bitmap/raster file formats

Vector graphic properties

A type of digital image created using mathematical formulas to def lines and colours, which allows it to be resized without losing a

Overview Cross-platform compatibility: Vector graphic formats such (Scalable Vector Graphics) and EPS (Encapsulated PostSci widely supported across different platforms, including Wi macOS and Linux File formats: Vector graphics commonly use file formats I Compatibility EPS and PDF, which are recognised and supported by mo software applications Web compatibility: SVG is a widely accepted format for v graphics and is supported by all major web browsers, allo vector images to be embedded directly into HTML pages The file size of vector graphics can increase with the com File size the design, such as the number of paths, nodes and layer Vector graphics are based on mathematical equations, all them to be scaled to any size without loss of quality or pi Scalability Vector graphics maintain the same sharpness and detail a resolution, making them ideal for printing and large-form Vector graphics can be created and edited using a variety applications, including Adobe Illustrator, CorelDRAW, Ink Affinity Designer, Many raster image editors like Adobe P Software also provide support for opening and converting vector g support raster formats. Vector graphics can often be exported and between different software programs, allowing for compa across design tools and platforms.

Smaller file sizes:

Efficient storage due to geometric shapes and paths instead of pixel data, making files easier to work with and transfer for large projects.

Lossless scaling:

Vector images can be scaled without losing quality, maintaining sharpness and clarity at any size without pixelation.

Flexibility in editing:

Easy modifications of colours, shapes and paths with precise control over design elements, ideal for customising large print materials.

Benefits of vector file formats

Attribution

If an image requires attribution, include proper credit to the creator such as a caption or footnote

More on t



PROPERTIES OF DIGITAL GRAPHICS AND USE OF ASSETS 2

2.3 TECHNIDENT

MOOD BO

Using social media content

Always seek written permission from the content creator before reusing social media content, even if it appears to be public

This ensures respect for the creator's rights and avoids potential copyright

Social media platforms' terms of use govern content ownership. Users generally retain ownership of their content but platforms may grant themselves certain rights Some platforms may restrict the commercial use of user-generated content unless explicit permission is obtained from the content owner.

Platforms often have specific guidelines for sharing content, including what is allowed in terms of reposting, embedding or using content outside of the platform.

Physical

- Materials: Comprise printed pictures, text, and colours placed on a large sheet or board
- Tactile experience: Offer a hands-on, tactile approach, allowing designers to arrange and rearrange elements physically
- Variety: Include various media such as magazines, photographs, fabric samples, and other tangible items
- Collaborative: Ideal for group discussions and presentations, providing a clear visual representation of ideas
- Immersive: Helps creators immerse themselves in the project's theme and visual direction



Rights and permissions

to the content.

Rights refer to the legal entitlements to use, distribute and modify creative works, while permissions are the specific approvals obtained from the copyright holder to use their work. It's important to respect these rules to avoid legal issues and ensure ethical use of media assets in your projects.

Licence grant:

A legal agreement that allows someone to use someone else's work, such as images, music or writing under specific rules. The person who owns the work (the licensor) gives permission to another person or group (the licensee) to use it.

Permissions

- Scope of use
- O Duration
- Geographical restrictions
- Attribution

Types

Creative Commons:

Offers a range of licences from CC By (attribution required) to CC By-NC (attribution and noncommercial use)

Commercial:

Allows filtering images that are permitted for commercial projects, ensuring you comply with licensing terms for commercial use

Public Domain:

Images in the public domain are <u>free to use</u> without attribution or restrictions

Royalty-free

Images licensed under a royaltyfree agreement can be used multiple times without paying additional fees each time

VS

Rights-managed

Rights-managed licences require a fee for each specific use or duration, often based on factors such as audience size, usage duration and location

Restricted & can be costly

CONCEPTS

Simplicity: The sketches are often rough and minimal, focusing on the main elements rather than intricate details



Communication: Concept sketches are used to communicate ideas effectively to others, such as team members, clients, or stakeholders

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Flexible &

exclusive

TOOLS & TECHNIQUES OF IMAGING EDITING S

IMAGE/CANVAS SIZE

Image Size Function:

Change the dimensions and resolution of an image for specific uses such as printing, web design or other applications. This helps to ensure the image is the appropriate size and quality for its intended use.

Image > Image Size

- Adjust width and height → Change dimensions of your image in various units such as pixels, inches, centimetres, points, picas or percent
- ☑ Constrain proportions
 → Maintain the aspect ratio of your image when adjusting the size
- ☑ Change resolution → Modify the image's resolution (dpi or ppi) which affects the print quality and file size. Higher the resolution = More image detail, bigger file ☑ Resample → Change the number of pixels

Canvas Size Function:

Adjusting the canvas size can help you add more space around your image, crop out unwanted space, or change the orientation of the canvas. This provides flexibility to accommodate additional elements such as shapes and texts and improves the composition or framing.

Image > Canvas Size

- ☑ Adjust aspect ratio → Change the overall orientation of
- ☑ Adjust width and height → Change dimensions of your canvas in various units such as pixels, inches, centimetres ☑ Choose the anchor point -- The anchor point determines the
- position of the existing image on the new canyas
- ☑ Choose the canvas extension colour
 → When expanding the canyas, the newly added area can be set to the background colour, white, black or a custom colour

LAYOUT TOOLS

Can help you organise the placement of a ensuring visual balance and alignment

View > Show > Grid

Grids are a network of horizontal and vertical lines that divide your canvas into sections

Especially useful for

creating symmetrical or

modular designs

Enable Snap to ensure your

elements align with the grid lines

Marquee Tools

Make selections of

specific shapes

(rectangular, elliptical

and single row/column

or areas within an

image for editing

Cropping, masking

or edits

The Elliptical Marquee

Tool could be used to

select a circular object

in an image, such as a

face in a portrait

Guides are non-printing lines that you can manually place on your canvas

View > New Guide Lavout

View Rulers or measurem edges of

Heli

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As you o

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Quickly !

irregula

Used to i

You can change the colour and style of the guides to make them more visible

Lock your guides in place once positioned correctly to prevent them being moved by accident View > Guides > Lock Guides

USE OF SELECTIONS

Lasso Tools

Make selections using

different methods

(freehand, polygonal

and magnetic) for

various shapes

Selections with

irregular or complex

shapes

The Polygonal Lasso

Tool could be used for

selecting a geometric

shape, like a building,

with straight edges

Consider thirds v visual into the

Adjust the arid settings Preferences > Guides, Grid & Slices **BRIGHTNESS/CONTRAST &** COLOUR ADJUSTMENTS

Image > Adjustments > Brightness/Contrast

Brightness:

Overall lightness or darkness of an image. Adjusting it changes the intensity of light values across the image, affecting both shadows and highlights.

Contrast:

Difference between the lightest and darkest areas of an image. Increasing it enhances the visual impact, while decreasing it flattens the image by reducing the difference between light and dark areas.

Midtones medium brightness areas

Image > Adjustments > Levels

Levels: Adjusts the tonal range and colour balance of an image by controlling the intensity of shadows, midtones and highlights



Zoom in for detailed work and

precision when retouching

RETOUCHING

More Colour Adjustments:

| Colour Balance | Hue | |
|----------------------------------|--------------------------|-----|
| Involves modifying the levels of | Adjusting hue shifts the | Adj |
| the three primary colours (red, | overall colour tone of | ac |
| green and blue) to change the | the image, changing the | co |
| overall colour tone of the image | visual mood | |

Saturation flusting saturation changes how vibrant or faded colour appears. Increasing the saturation makes olours more vivid, while decreasing it makes the colours look faded or grev.

Highlights = bright areas of the image

Shadows dark areas of the image

Tips for effective typography

- Visual hierarchy: Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- Consistency: Maintain consistency in font choices and styles across your design for a cohesive look
- Readability: Choose fonts and colours that are easy to read, especially for body text
- Spacing: Pay attention to line spacing. letter spacing, and margins for comfortable reading
- Contrast: Use contrasting fonts and styles to create emphasis, but keep it balanced

.....

Key terms:

- * Kemina: For better readability
- * Tracking: Adjusting spacing b
- Leading: Modify the line space how text lines stack
- Rise, Inflate, Twist

Sans-serif fonts → digital and web designs → maintain clarity and readability on s Serif fonts → body text in print materials → easier to read at smaller sizes Script fonts → artistic or personal touch to a design

selection and create smooth TYPOGRAPI

Feathering is used to soften th

Magic Wand Tool

Choose and isolate

parts of an image that

share similar colours

Isolating a solid

coloured background

or selecting a specific

colour in an image

Used to quickly select

a blue sky to adjust its

hue or saturation

- spacing between two characte
- text can also aid better readal
- Text wrap: Creative text effect
- Transform: Changing the app to achieve a specific design ef converting letters to uppercas

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adjusting or

maintain colour consistency and accuracy when enhancing the hues and tones of an image

Colour swatches are a

standardised set of colours that help

Frequency separation

separates an image into

high and low frequencies

Pencil tool: creates hard-edged strokes

Edit texture:

and colours

ndependently

Brush tool: paint over areas needing colour correction or adjustment

Colour picker: sample a colour from the image and apply it as your foreground

Clone stamp tool: copy pixels from one area of an image and

or background colour

Healing brush tool: blends copied pixels from a source paint them over another area area with the target area Spot healing brush tool:

quickly removes spots or small imperfections by

Sharpen tool: increases the contrast of pixels in an area, making it appear sharper

painting over them

Blur tool: softens areas of an image by blurring pixels

TOOLS & TECHNIQUES OF IMAGING EDITING S

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Histogram

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Sharpen tool: increases the contrast of pixels in an area, making it appear sharper

Blur tool: softens areas of an image by blurring pixels

Example

- are easy to read, especially for body text
- to create emphasis, but keep it balanced

TECHNICAL SKILLS TO SOURCE, CREATE AND PREPARE ASSETS

AND

Source assets for use in digital graphics

Maintain visual consistency by selecting images and graphics that align with the overall style and branding of your project

Search Engines **Creative Commons Websites**

Online Forums/Communities

Use search engines such as Google or Bing with advanced search filters to find images. You can filter by usage rights options such as free to use, share, or modify.

Websites such as Flickr have many Creative Commons-licensed images available. Ensure you understand the specific licence type for each image.

Check out online forums and communities such as Reddit's r/pics for potential images (be sure to verify the licensing and permissions).

Commercial Stock Libraries

Free Stock Libraries

Image Categorisation

Websites such as Shutterstock, Adobe Stock, iStock, and Getty Images provide high-quality images for purchase. Offers various licensing options such as royalty-free and rights-managed.

Websites such as Pexels and Pixabay offer free high-quality images which can be used freely under Creative Commons Zero.

Stock libraries typically categorise images by themes, keywords and tags, making it easier to find suitable assets for your projects.

Company Archive **Brand Assets**

Check if your client has a library of assets from past projects or brand guidelines that you can use.

Your client may have specific images or graphics such as logos and product images that you can use in your designs.

If you use assets from the client's library, make sure they have the necessary rights to use and distribute them.

Organising images and graphics

1. Create a working asset folder

working asset folder

Create subfolders

Maintain a backup

Rename files

2. Copy assets from download folder to

Downloading images and graphics

Permissions and Licensing

- Select high-quality assets
- Click the download button

Save to a temporary folder

Creating assets

| | Creating New Images |
|------------------------|--|
| Choose a medium | Decide between bitmap (raster) or vector for |
| Select software | Use bitmap tools, e.g. Adobe Photoshop, or v e.g. Adobe Illustrator |
| Sketching | Begin with rough sketches using software to |
| Creating | Draw using shapes, lines, colours and texture |
| Layering | Organise design elements using layers |
| Editing and refinement | Adjust shapes, lines and colours for refineme |
| Finishing touches | Add final details such as shadows, highlights |
| Exporting | Save in the appropriate format for intended of web, print, etc. |

| | Editing Existing Assets |
|-----------------------|---|
| Selection | Choose an existing image to edit |
| lmage manipulation | Modify with cropping, resizing, colour adjustr retouching and effects |
| Layering | Add layers for inserting new elements and ad |
| Compositing | Combine different images to create a new vis |
| File formats | Save in the desired format, e.g. JPEG, PNG, BN |

Original Asset Folder

Store all original and unaltered files so you always have the source material

Edi Sto

Modifying assets

Modifying assets is a crucial skill for anyone involved creative media production, as it allows you to tail materials to fit the specific needs and vision of you

Bitmap (Raster)

Pixel-based images b or photo-realistic des

Vector

Use paths and shape: logos and scalable de

Modify:

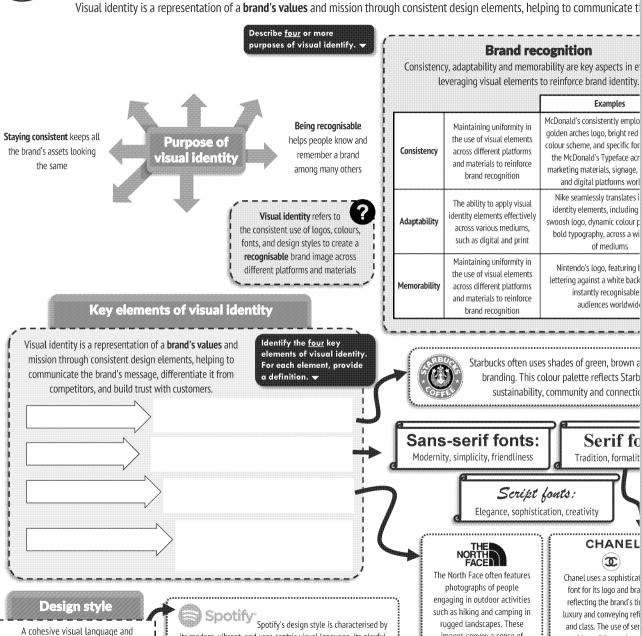
Convert vector graphics to bitmap format at 300 dpi for compatibility

Metadata: 1 metadata (cre tags, author) fo to improve se and organ



1.1) PURPOSE, ELEMENTS & DESIGN

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate t



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aesthetic that guides the creation of branded materials

its modern, vibrant, and user-centric visual language. Its playful logo, featuring a distinctive green circle with sound waves, reflects the brand's focus on music and audio content.

images convey a sense of adventure, exploration, and a connection with nature.

CHANEL

Chanel uses a sophistical font for its logo and bra reflecting the brand's til luxury and conveying refi and class. The use of ser adds tradition and pre aligning with Chanel's hi fashion identity.

PURPOSE, ELEMENTS & DESIGN Crafting visual identity involves purposefully designing elements to evoke spe Shaping perception and creating emotional response attitudes and associations in viewers, influencing how they perceive and engage Represents a brands' values, mission and Brands often use imagery that aligns with their target audience's The choice of fonts can convey characte personality. The design, colour and symbolism aspirations, lifestyles and values modernity, tradition, friendliness or pri of the logo. Give an example for all six of the elements below. Logo and symbols Imagery Typography The style of images and photographs used in brand The logo is often the most recognisable Typography contributes to the c visual element of a brand communication can evoke specific emotions and perceptions personality and tone of a bra Complete a fact file on the different types of brand positioning (economy, mid-range, high-end). 🕶 Organisation: Organisation: Price range: Organisation: Price range: Quality: Price range: **Ouality:** Target audience: Ouality: Target audience: Target audience: Brand perception: Brand perception: **Brand perception:** Product range: Product range:

- Customer experience:
- Distribution:
- Marketing strategy:

- Customer experience:
- Distribution:
- Marketing strategy:

- Product range:
- Customer experience:
- Distribution:
- Marketing strategy:

Different colours have distinct psychological associations, and brands carefully select colours that align with their identity and messaging

Colour palette

Colours play a significant role in shaping perception and prompting emotional responses

By maintaining visual consistency, brands can strengthen brand recognition and build trust with consumers over time

Graphic elements

Consistent use of graphic elements and layout guidelines helps reinforce the brand's visual identity Represents a brands' values, mission and The design, colour and symbolism of

Brand voice and tone

While not strictly visual, the tone and sty communication also contribute to s perception and prompting emotional

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<u>Lag</u> Education

2

2.1

CONCEPTS OF GRAPHIC DESIG LAYOUT CONVENTIONS



Suggest two key reasons of incorporating visual identity and house style in graphic designs.

Significance of incorporating visual identity and house style in graphic designs



Colour palet fashion, cultu use the

Imagine you are tasked with designing a complex web page that includes a variety of elements such as text, images, buttons and forms. The client insists on a modern, asymmetrical layout to give a unique and dynamic feel, but also wants the content to be easily navigable and visually balanced. How would you approach the alignment of these elements to achieve usability and aesthetic appeal? >

Using colour combinations that are accessible to those with colour vision impairments is important for inclusive design. This is known as accessibility.

Grid Systems & Invisible Lines

Visual Hierarchy and Focal Points

Consistent Spacing & Margins

Alianment Techniques

Responsive Design Considerations

Balancing asymmetry

RGB:

A colour model used for digital designs, such as on screens and websites, where colours are created by combining red, green and blue light

A colour mod designs, wh created by c magenta, yell

CN

Colour wheel:

Colour systems and colour trends

Pantone:

Each colour in the system has a unique code. Ensures that colours look consistent across different media and print materials. Designers can specify a Pantone colour for accurate reproduction in printing.

Natur systei

Identifies (saturation ar ensure that co intended differe

Contrast:

Giv for hai

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Images

Visually communicate messages and ideas quickly and effectively.

They can convey emotions or information in ways that words sometimes cannot.

Layout convention



2.1 LAYOUT CONVENTIONS

Describe at lea conventions for product. One h

| Advertisements | CDs, DVDs & Blu-ray Covers | Pac |
|---|----------------------------|-----------|
| Headline: A catchy, bold statement at the top that grabs attention and conveys the main message Sub headline: A smaller, supporting statement that provides more context to the headline Visuals: High-quality images or graphics that enhance the message and attract attention Body copy: Concise text that provides more details about the product, service or message being advertised Call to action (CTA): A clear instruction to the viewer on what to do next, such as 'Buy now' or 'Learn more' Logo and branding: Placement of the company or product logo to establish brand identity and recognition Contact information: Details such as website, phone number, or physical address White space: Strategic use of empty space to create a clean, organised design and emphasise key elements Contrast: Use of different colours, fonts and sizes to create visual interest and highlight important information Readability: Ensuring text is legible with appropriate font styles and sizes | | |
| 2 | | |
| Games & Multimedia | Leaflets | Magazines |



PROPERTIES OF DIGITAL GRAPHIC Complete the tables below on Bitmap/raster properties bitmap/raster properties and Vector graphic properties vector graphic properties. 🕶 A type of digital graphic composed of a grid of A type of digital image created using mathematical formulas shapes, lines and colours, which allows it to be resized without losin individual pixels, each with its own colour value, used to represent detailed images such as photographs. Overview. C VERVIEW Properties Miles Ages serings (North Skalabilis Statement 2. 1. Benefits of vector Liniationo file formats Dittrap/laste file formats

Describe <u>three</u> key

benefits of vector

file formats. 📤

Describe three key limitations

of bitmap/raster formats. ^

Attioution

If an image requires attribution,

include proper credit to the creator

such as a caption or footnote

More on t

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Zag Education

PROPERTIES OF DIGITAL GRAPHICS AND USE OF ASSETS 2

MOOD BOAR

Using social media content

Using the space below, give advice to a fellow student on using social media content. 🕶

Rights and permissions

Rights refer to the legal entitlements to use, distribute and modify creative works, while permissions are the specific approvals obtained from the copyright holder to use their work. It's important to respect these rules to avoid legal issues and ensure ethical use of media assets in your projects.

Licence grant:

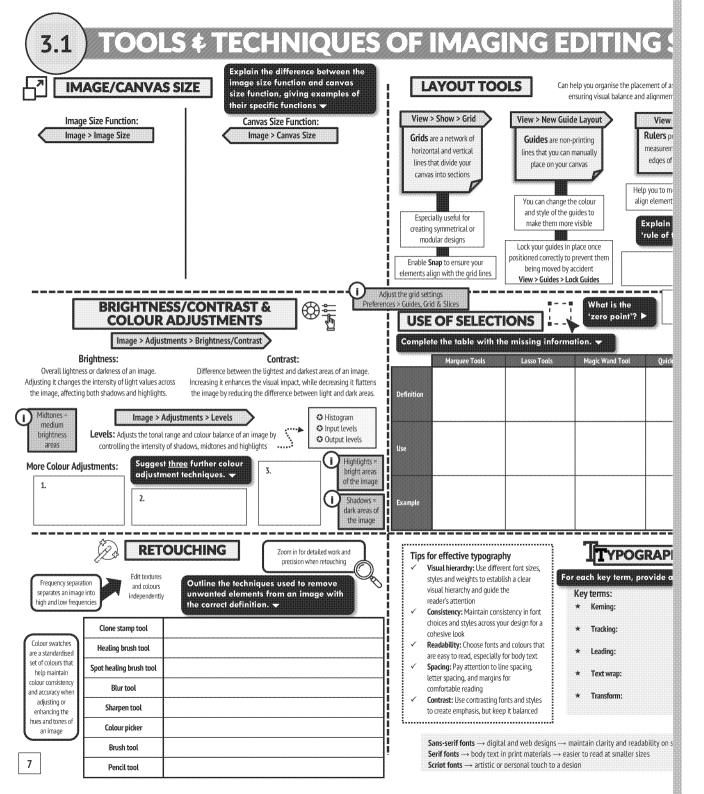
A legal agreement that allows someone to use someone else's work, such as images, music or writing under specific rules. The person who owns the work (the licensor) gives permission to

- Permissions
- O Scope of use
- O Duration
- Geographical restrictions

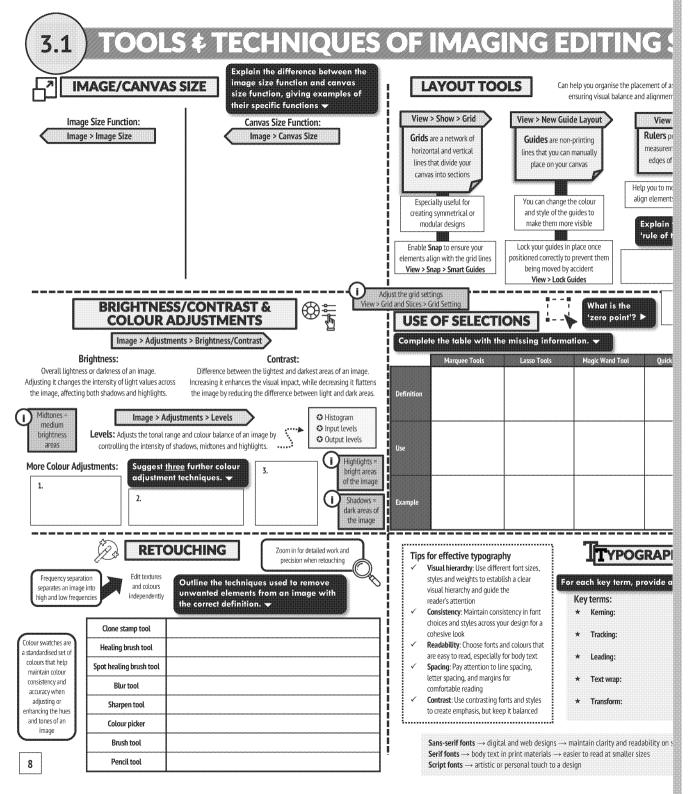
Attribution another person or group (the licensee) to use it. ldentify and briefly describe the different types of license. ^ VS Restricted Flexible & & can be noncostly exclusive Explain the difference between royalty-free and rights-managed licences. ^

CONCEPTS











TECHNICAL SKILLS TO SOURCE, CREATE AND PREPARE ASSETS

AND

For each of your sources, Source assets for use in digital graphics autline factors to consider when choosing a source asset (e.g. resolution, Where can you find source assets for digital graphics projects? List at format, licensing)? ▼ least <u>three</u> sources. ▼

Devaile adina images

- Select high-quality assets
- Click the download button

Save to a temporary folder

Organising images and graphics

- 1. Create a working asset folder
- 2. Copy assets from download folder to working asset folder
- 3. Rename files
- Create subfolders
- 5. Maintain a backup

Constitute discount

Describe the steps create a new imag existing assets. •

| Editing Existing Assets |
|-------------------------|
| |
| |

Original Asset Folder

Store all original and unaltered files so you always have the source material

Modifying assets

Modifying assets is a crucial skill for anyone involved creative media production, as it allows you to tail materials to fit the specific needs and vision of you

Bitmap (Raster)

Pixel-based images b or photo-realistic des

Vector

Use paths and shape: logos and scalable de

Modify:

Convert vector graphics to bitmap format at 300 dpi for compatibility

metadata (cre tags, author) fo to improve se and organ

Metadata: I

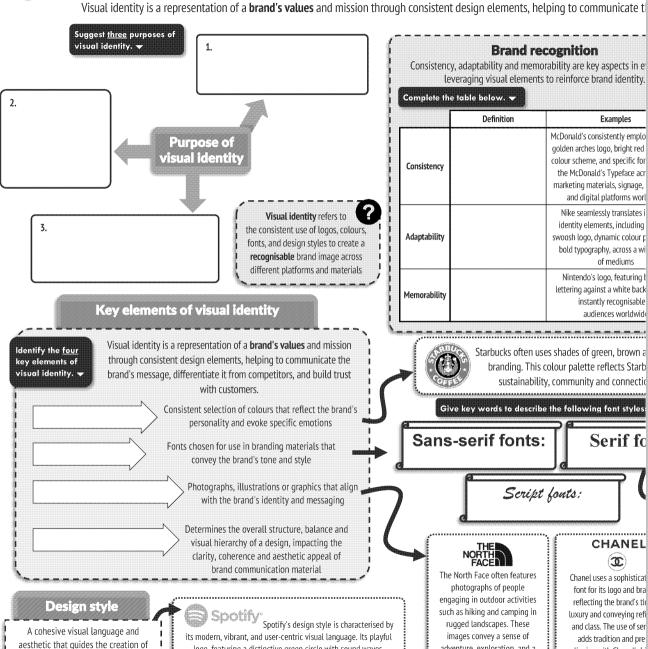
Edi

Sto



1.1) PURPOSE, ELEMENTS & DESIGN

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate ti



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logo, featuring a distinctive green circle with sound waves, reflects the brand's focus on music and audio content.

branded materials

More on design style on p. 2

adventure, exploration, and a connection with nature.

CHANEL

Serif fo

Examples McDonald's consistently emplo

golden arches logo, bright red

colour scheme, and specific for

the McDonald's Typeface acr marketing materials, signage, and digital platforms wor

Nike seamlessly translates identity elements, including

swoosh logo, dynamic colour p

bold typography, across a wi

Nintendo's logo, featuring l lettering against a white back

of mediums

instantly recognisable

audiences worldwid

Chanel uses a sophistical font for its logo and bra reflecting the brand's til luxury and conveying refi and class. The use of ser adds tradition and pre aligning with Chanel's hi fashion identity.

1.1) PURPOSE, ELEMENTS & DESIGN

Shaping perception and creating emotional response

Crafting visual identity involves purposefully designing elements to evoke spe attitudes and associations in viewers, influencing how they perceive and engage

Represents a brands' values, mission and personality. The design, colour and symbolism of the logo.

Brands often use imagery that aligns with their target audience's aspirations, lifestyles and values

The choice of fonts can convey character modernity, tradition, friendliness or pr

Logo and symbols

The logo is often the most recognisable visual element of a brand

A logo with bold, vibrant colours may evoke feelings of energy and excitement, while a logo with softer, muted tones may convey a sense of calmness or sophistication

Imagery

The style of images and photographs used in brand communication can evoke specific emotions and perceptions

Lifestyle brands may use images featuring happy, diverse individuals enjoying life experiences to evoke positive emotions and a sense of aspiration

Typography

Typography contributes to the c personality and tone of a bra

A brand using playful, handwritten fon more approachable and casual, while a sleek, sans-serif fonts may convey a senand sophistication

- Price range: Low
- Quality:
- Target audience:
- Brand perception: Budget-friendly, practical Product range: Wide variety, basic essentials
- Customer experience:
- Marketing strategy:
- Price range:
- Quality: Good
- Target audience: Value-conscious consumers Brand perception: Reliable, trustworthy
- Product range:
- Customer experience: Satisfactory
- Distribution:
- Marketing strategy:

LEWIS

- Brand perception:
- Product range: Limited, specialised
- Customer experience: Exceptional, personalised
- Distribution: Selective, exclusive
- Marketing strategy: Lifestyle, aspiration

Different colours have distinct psychological associations, and brands carefully select colours that align with their identity and messaging

Colour palette

Colours play a significant role in shaping perception and prompting emotional responses

BLUE is often associated with trust and reliability, making it a common choice for financial institutions, e.g. banks

RED, on the other hand, can evoke feelings of passion, urgency or excitement and is frequently used in branding for food or drink companies

By maintaining visual consistency, brands can strengthen brand recognition and build trust with consumers over time

Graphic elements

Consistent use of graphic elements and layout quidelines helps reinforce the brand's visual identity

Coca-Cola's graphic elements consist of its iconic red and white colour palette, Spencerian script logo, and balanced composition. By consistently applying these elements and layout guidelines across various touchpoints, such as packaging and advertising, Coca-

Cola reinforces its visual identity.

Represents a brands' values, mission and The design, colour and symbolism of

Brand voice and tone

While not strictly visual, the tone and sty communication also contribute to s perception and prompting emotional

Nike's brand voice and tone are reflected in across various platforms. The language is empowering, and geared towards inspiring achievement. Nike's tagline 'Just Do It' enca brand ethos, encouraging individuals to put and pursue their goals fearless!



2.1) CONCEPTS OF GRAPHIC DESIG **& LAYOUT CONVENTIONS**

Significance of incorporating visual identity and house style in graphic designs



Brand recognition

Visual identity and house style help create a consistent look across all designs, making the brand instantly recognisable to the audience. This builds trust and lovalty.

Professionalism

Maintaining a consistent style in designs reflects a professional and cohesive image. It conveys a sense of quality and attention to detail.



Aliantici

Makes it easier for readers to navigate and understand the layout

Align left aligns content with the left margin. Often used for body text in documents, making it easy to read.

> Centre aligns content centrally on the page. Can be effective for headings and other short lines of text. Typically used for titles and headings.

Align right aligns content with the right margin. Can be effective for headings and other short lines of text.

Justify distributes text evenly between the margins. Often used in newspapers and books to create a clean, professional appearance.

Match up the type of colour system with its correct definition. RGB, CMYK, Pantone, Natural colour system (NCS)

Using colour combinations that are accessible to those with colour visic impairments is important for inclusiv design. This is known as accessibilit

A colour model used for digital designs. such as on screens and websites, where colours are created by combining red. green and blue light

A colour mod designs, wh created by c magenta, yell



A colour wheel is a visual tool that helps designers understand colour relationships, such as complementary colours

Colour systems and colour trends

Each colour in the system has a unique code. Ensures that colours look consistent across different media and print materials. Designers can specify a Pantone colour for accurate reproduction in printing.

Identifies colours by and blackness. Can el match their intende different li

Images

Visually communicate messages and ideas quickly and effectively. They can convey emotions or information in ways that words

Layout convention

The difference in brightness, hue or saturation between colours can be used to emphasise certain elements in a design. This is known as contrast

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sometimes cannot.

2.1) LAYOUT CONVENTIONS

Complete the g typical layout c advertisements book covers, go

| Advertisements | CDs, DVDs & Blu-ray Covers | Pac |
|---|---|---|
| | Title: The name of the album, film or content, often prominently displayed on the front cover Artist/band or main cast: The name of the artist, band or main cast featured, usually placed near the title Artwork/imagery: Eye-catching visuals or graphics related to the content, providing visual interest and helping the cover stand out Tracklist / Content list: On the back cover, a list of tracks (for CDs) or chapters and special features (for DVDs/Blu-rays) Synopsis/description: A brief overview of the content on the back cover, giving potential buyers an idea of what to expect Technical information: For DVDs/Blu-rays, details about format, runtime, language options, and subtitles Copyright and legal information: Information about copyright, production and distribution, typically located at the bottom of the back cover Barcode: For retail purposes, a barcode is included on the back cover for inventory and sales tracking Spine information: The title and branding on the spine for easy identification when the case is on a shelf Logo and branding: Placement of the production company, record label, or distributor's logo to establish brand identity and authenticity Consistency with content: The design should reflect the style and theme of the album or film, creating a cohesive and unified look | Product name: The name of the pof the packaging for easy recognite Branding and logo: The company and recognition Main visuals/imagery: High-qual product and provide visual appeal Tagline: A short, catchy phrase the is benefit Product description: A brief over features, benefits and use Barcode and QR code: For retail ptracking, and sometimes a QR code. Contact information: Details for ophone number, website or email Recycling information: Guidance packaging responsibly Design consistency: Use of consist that align with the overall branding. |
| Title: The game's name, often prominently displayed on the front cover Logo and branding: The logo of the game developer or publisher, placed on the front and back covers to establish brand identity Artwork/imagery: Eye-catching visuals that represent the game's theme, setting or characters, providing visual interest and appealing to potential players Description/synopsis: A brief overview of the game on the back cover, explaining the gameplay, story, or features to give potential buyers an idea of what to expect Game features: Key features or selling points of the game, such as game modes, multiplayer options, and other highlights Technical information: For video games, details about the platform, game requirements, rating, and any compatibility information Rating: For video games, the age rating or content rating, such as ESRB or PEGI, indicating the appropriate audience System requirements: For PC games, specifications such as minimum and recommended system requirements Barcode: For retail purposes, a barcode is included on the back cover for inventory and sales tracking Screenshot or preview: Small images or screenshots showcasing gameplay set-up to give potential players a preview of the game Spine information: The game's title and logo on the spine for easy identification when placed on a shelf | Headline: A bold, attention-grabbing title that conveys the main message or purpose of the leaflet Sub headline: A smaller, supporting statement that provides more context or detail to the headline Visuals/imagery: High-quality images or graphics that enhance the message and attract the reader's attention Body copy: Concise and informative text that provides details about the product, service or message being promoted Call to action (CTA): A clear instruction for the reader, such as 'Call now', 'Visit our website', or 'Get your free sample' Contact information: Details such as phone numbers, email addresses or websites for the reader to get in touch for more information Logo and branding: Placement of the company or brand logo to establish identity and recognition White space: Strategic use of empty space to create a clean and organised layout, making the leaflet easier to read Contrast: Use of different colours, fonts and sizes to create visual interest and highlight important information Bullet points/lists: Organised lists to present key information clearly and efficiently Offers/discounts: Prominent display of special offers or discounts; if applicable, to attract attention and encourage action Fold lines: In folded leaflets, clear indications of fold lines to guide the reader on how to open | Magazines |



2.2 PROPERTIES OF DIGITAL GRAPHIC

Bitmap/raster properties

A type of digital graphic composed of a grid of individual pixels, each with its own colour value, used to represent detailed images such as photographs

| , | | Properties |
|----------------------|---|--|
| Colour depth | Refers to the number of used to represent the colour of a single pixel | Common colour depths include 8-bit (256 colours), 16-bit,bit and 32-bit (millions of colours) |
| Colour mode | Describes the method used to define colours in the image | Common colour modes include greyscale, RGB (red, green, blue) and |
| Compression settings | Raster images may use compression to reduce file | compression (e.g. PNG) preserves image quality, while compression (e.g. JPEG) can degrade quality for smaller files |
| Overall quality | Quality is determined by and compression settings | Higher resolution and lossless compression maintain better quality |
| Transparency | Some formats support transparency (PNG, GIF) allowing parts of the image to be | GIF supports binary transparency (one fully transparent colour), while PNG supports alpha transparency (varying levels of opacity) |

Complete the gaps below on bitmap/raster properties and vector graphic properties.

Vector graphic properties

A type of digital image created using mathematical formula shapes, lines and colours, which allows it to be resized without los

CVervice.

Cross-platform compatibility: Vector graphic formats such (Scalable Vector Graphics) and EPS (Encapsulated PostSc widely supported across different platforms, including macOS and Linux

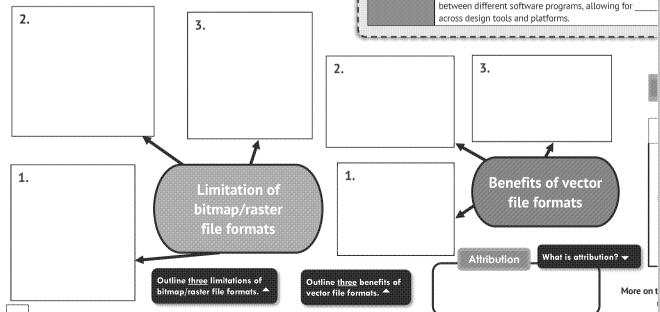
File formats: Vector graphics commonly use file formats I EPS and PDF, which are recognised and supported by mo software applications

Web compatibility: SVG is a widely accepted format for v graphics and is supported by all major web browsers, allo vector images to be directly into HTML r

The file size of vector graphics can with the c of the design, such as the number of paths, nodes and

Vector graphics are based on mathematical equations, all them to be scaled to any size without loss of quality or Vector graphics maintain the same sharpness and detail: resolution, making them ideal for printing and large-form

Vector graphics can be created and edited using a variety applications, including Adobe Illustrator, CorelDRAW, Ink Affinity Designer, Many raster image editors like Adobe also provide support for opening and converting vector g raster formats. Vector graphics can often be exported and between different software programs, allowing for





PROPERTIES OF DIGITAL GRAPHICS AND USE OF ASSETS 2

2.3 TECHN IDENT

Write down the correct visual technique for each explanation.

Using social media content

Always seek written permission from the content creator before reusing social media content, even if it appears to be public

This ensures respect for the creator's rights and avoids potential copyright

Social media platforms' terms of use govern content ownership. Users generally retain ownership of their content but platforms may grant themselves certain rights

Some platforms may restrict the commercial use of user-generated content unless explicit permission is obtained from the content owner.

Platforms often have specific guidelines for sharing content, including what is allowed in terms of reposting, embedding or using content outside of the platform.

Physical

- Materials: Comprise printed pictures, text, and colours placed on a large sheet or board
- Tactile experience: Offer a hands-on, tactile approach, allowing designers to arrange and rearrange elements physically
- Variety: Include various media such as magazines, photographs, fabric samples, and other tangible items
- Collaborative: Ideal for group discussions and presentations, providing a clear visual representation of ideas
- Immersive: Helps creators immerse themselves in the project's theme and visual direction



Rights and permissions

to the content.

Rights refer to the legal entitlements to use, distribute and modify creative works, while permissions are the specific approvals obtained from the copyright holder to use their work. It's important to respect these rules to avoid legal issues and ensure ethical use of media assets in your projects.

Licence grant:

A legal agreement that allows someone to use someone else's work, such as images, music or writing under specific rules. The person who owns the work (the licensor) gives permission to another person or group (the licensee) to use it.

- Permissions
- Scope of use
- O Duration
- Geographical restrictions
- Attribution

Types

Creative Commons:

Commercial:

Public Domain:

Outline the different types of license.

exclusive

Fore types

Images licensed under a royaltyfree agreement can be used
multiple times without paying
additional fees
each time

VS

Rights-managed licences require a fee for each specific use or duration, often based on factors such as audience size, usage duration and location

Restricted & can be costly Simplicity: The sketches are often rough and minimal, focusing on the main elements rather than intricate details



Communication: Concept sketches are used to communicate ideas effectively to others, such as team members, clients, or stakeholders



TOOLS & TECHNIQUES OF IMAGING EDITING! IMAGE/CANVAS SIZE LAYOUT TOOLS Can help you organise the placement of a ensuring visual balance and alignment **Image Size Function:** Canvas Size Function: View > Show > Grid View > New Guide Lavout View Change the dimensions and resolution of an image for Adjusting the canvas size can help you add more space around your specific uses such as printing, web design or other image, crop out unwanted space, or change the orientation of the Rulers or Grids are a network of Guides are non-printing applications. This helps to ensure the image is the canvas. This provides flexibility to accommodate additional elements measurem horizontal and vertical lines that you can manually appropriate size and quality for its intended use. such as shapes and texts and improves the composition or framing. edges of lines that divide your place on your canvas Image > Image Size Image > Canvas Size canvas into sections Heli You can change the colour measur Give one specific purpose of each function. elemer and style of the guides to Especially useful for make them more visible creating symmetrical or modular designs Consider Lock your guides in place once thirds v positioned correctly to prevent them Enable Snap to ensure your visual into being moved by accident elements align with the grid lines the View > Guides > Lock Guides Adjust the arid settings **BRIGHTNESS/CONTRAST &** Preferences > Guides, Grid & Slices **USE OF SELECTIONS** COLOUR ADJUSTMENTS Complete the grid below. Give a definition for Image > Adjustments > Brightness/Contrast brightness and contrast. Lasso Tools Magic Wand Tool Brightness: Contrast: Midtones Image > Adjustments > Levels Histogram medium Input levels Use brightness Levels: Adjusts the tonal range and colour balance of an image by Output levels areas controlling the intensity of shadows, midtones and highlights Highlights = More Colour Adjustments: bright areas Colour Balance Saturation Example of the image Involves modifying the levels of Adjusting hue shifts the Adjusting saturation changes how vibrant or faded Shadows the three primary colours (red. overall colour tone of a colour appears. Increasing the saturation makes dark areas of green and blue) to change the the image, changing the colours more vivid, while decreasing it makes the Feathering is used to soften th the image selection and create smooth overall colour tone of the image visual mood colours look faded or grev. RETOUCHING TYPOGRAP Edit textures Tips for effective typography Zoom in for detailed work and and colours Visual hierarchy: Use different font sizes, precision when retouching Give three more examples Match up the key term with t independently styles and weights to establish a clear of retouching techniques. definition. 🕶 visual hierarchy and guide the Kerning, Tracking, Leading, Tex Frequency separation reader's attention separates an image into Consistency: Maintain consistency in font : For better read 1. high and low frequencies choices and styles across your design for a spacing between two characte cohesive look _: Adjusting spac Readability: Choose fonts and colours that overall text can also aid better Colour swatches are are easy to read, especially for body text standardised set of Pencil tool: creates : Modify the line Spacing: Pay attention to line spacing. colours that help hard-edged strokes control how text lines stack letter spacing, and margins for maintain roleur : Creative text e consistency and comfortable reading Rise, Inflate, Twist

Brush tool: paint over

areas needing colour

correction or adjustment

Contrast: Use contrasting fonts and styles

to create emphasis, but keep it balanced

Script fonts -- artistic or personal touch to a design

Sans-serif fonts → digital and web designs → maintain clarity and readability on s

Serif fonts → body text in print materials → easier to read at smaller sizes

: Changing the a

to achieve a specific design eff

converting letters to uppercasi

accuracy when

adjusting or

enhancing the hues

and tones of an image



TOOLS & TECHNIQUES OF IMAGING EDITING S Can help you organise the placement of a

IMAGE/CANVAS SIZE LAYOUT TOOLS ensuring visual balance and alignment **Image Size Function:** Canvas Size Function: View > Show > Grid View > New Guide Lavout Change the dimensions and resolution of an image for Adjusting the canvas size can help you add more space around your specific uses such as printing, web design or other image, crop out unwanted space, or change the orientation of the Grids are a network of Guides are non-printing applications. This helps to ensure the image is the canvas. This provides flexibility to accommodate additional elements horizontal and vertical lines that you can manually appropriate size and quality for its intended use. such as shapes and texts and improves the composition or framing. lines that divide your place on your canvas Image > Image Size Image > Canvas Size canvas into sections Give one specific purpose of each function. Especially useful for You can change the colour creating symmetrical or and style of the guides to make them more visible modular designs Lock your guides in place once Enable Snap to ensure your elements align with the grid lines positioned correctly to prevent them View > Snap > Smart Guides being moved by accident View > Lock Guides Adjust the orid settings **BRIGHTNESS/CONTRAST &** View > Grid and Slices > Grid Setting **USE OF SELECTIONS** COLOUR ADJUSTMENTS Complete the grid below. Give a definition for Image > Adjustments > Brightness/Contrast brightness and contrast. Marquee Tools Lasso Tools Magic Wand Tool Brightness: Contrast: Midtones Image > Adjustments > Levels Histogram medium Input levels brightness Levels: Adjusts the tonal range and colour balance of an image by Output levels areas controlling the intensity of shadows, midtones and highlights. (i) Highlights = More Colour Adjustments: bright areas Colour Balance Hije Saturation of the image Involves modifying the levels of Adjusting hue shifts the Adjusting saturation changes how vibrant or faded Shadows the three primary colours (red, overall colour tone of a colour appears. Increasing the saturation makes dark areas of green and blue) to change the the image, changing the colours more vivid, while decreasing it makes the

colours look faded or grev.

Zoom in for detailed work and

precision when retouching

Brush tool: paint over

areas needing colour

correction or adjustment

Tips for effective typography

the image

- Visual hierarchy: Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- Consistency: Maintain consistency in font choices and styles across your design for a cohesive look
- Readability: Choose fonts and colours that are easy to read, especially for body text
- Spacing: Pay attention to line spacing, letter spacing, and margins for comfortable reading
- Contrast: Use contrasting fonts and styles to create emphasis, but keep it balanced

Match up the key term with t definition. 🕶

Kernina, Trackina, Leadina, Tex

: For better read spacing between two characte

Feathering is used to soften the

TYPOGRAP

selection and create smooth

: Adjusting spaci overall text can also aid better

View

Rulers or

measurem

edges of

Heli

measur elemer

Consider

thirds v

visual into

the

- : Modify the line control how text lines stack
- : Creative text e Rise, Inflate, Twist
- : Changing the a to achieve a specific design eff converting letters to uppercase

Sans-serif fonts \rightarrow digital and web designs \rightarrow maintain clarity and readability on s **Serif fonts** → body text in print materials → easier to read at smaller sizes Script fonts -- artistic or personal touch to a design

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8

overall colour tone of the image

Edit textures

and colours

independently

Colour swatches are a

standardised set of

colours that help

maintain colour

consistency and accuracy

when adjusting or

enhancing the hues and tones of an image

Frequency separation

separates an image into

high and low frequencies

visual mood

Pencil tool: creates

hard-edged strokes

RETOUCHING

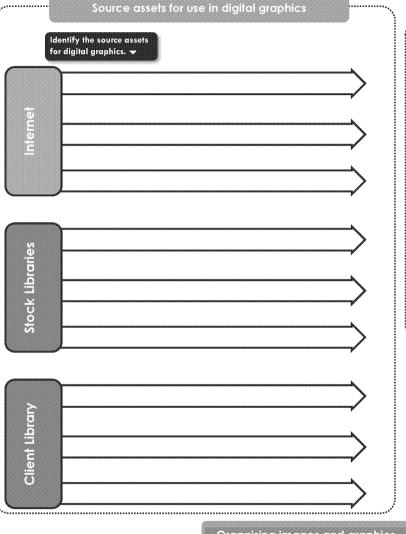
Give three more examples

of retouching techniques.

3.2 TECHNICAL SKILLS TO SOURCE, CREATE AND PREPARE ASSETS

AND

TEC EXF DIG



Creating assets

Match the image the correct requir

| | Creating New Images |
|------------------------|---|
| Choose a medium | Decide between bitmap (raster) or vector form |
| Select software | Use bitmap tools, e.g. Adobe Photoshop, or ve e.g. Adobe Illustrator |
| Sketching | Begin with rough sketches using software too |
| Creating | Draw using shapes, lines, colours and texture |
| Layering | Organise design elements using layers |
| Editing and refinement | Adjust shapes, lines and colours for refinemer |
| Finishing touches | Add final details such as shadows, highlights |
| Exporting | Save in the appropriate format for intended u web, print, etc. |

| Editing Existing Assets | |
|-------------------------|--|
| Selection | Choose an existing image to edit |
| lmage | Modify with cropping, resizing, colour adjustn |
| manipulation | retouching and effects |
| Layering | Add layers for inserting new elements and ad |
| Compositing | Combine different images to create a new vis |
| File formats | Save in the desired format, e.g. JPEG, PNG, BN |

Original Asset Folder

Store all original and unaltered files so you always have the source material

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Explain why image important in digita

Organising images and graphics

- 1. Create a working asset folder
- **2.** Copy assets from download folder to working asset folder
- 3. Rename files
- . Create subfolders
- 5. Maintain a backup

Modify:

Convert vector graphics to bitmap format at 300 dpi for compatibility Metadata: Maintain metadata (creation date, tags, author) for each asset to improve searchability and organisation

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Describe element research

Select high-quality assets

Click the download button

Save to a temporary folder